

## **Comparative study of concepts "Beauty"/"Schönheit" (Based on multiple-response free associations of Americans and Germans)**

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### **Abstract**

© Journal of Language and Literature. The article presents some results of association tests that help to study how the communicative environment influences a person's view of the world and the ability to resist imposed stereotypes. American and German participants have been asked to give responses to the stimulus word 'beauty'/'schönheit' without any limits of time and number of associations. According to the experiment, special attention of the respondents is given to inner beauty which is considered to be more essential than outer one. This method also reveals sociocultural differences between the two groups of people as well as individual differences between the respondents.

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### **Keywords**

American English, Beauty, Concept, German, Multiple-response free association experiment, Schönheit